

## ABSTRACT

5       The present invention enables the continuous designation of appropriate  
business at an appropriate timing and in appropriate order with minimal  
operation, and enables the management side to comprehend the business  
condition. A master control unit 101 controls the output of an aggregate based  
on an event response control program associated with the aggregate containing  
information being output, and in correspondence with an event. A play list  
10       reader 102 controls the output of information contained in an aggregate based on  
ordinal data associated with the aggregate for which the output thereof has been  
designated by the master control unit 101. A communication unit 106 controls  
the transmission of business condition information indicating the condition of  
business to a business support server 502 for providing the contents based on the  
event response control program, and in correspondence with an event. The  
15       present invention may be employed in a business support system for supporting  
the implementation of business.